

# HealthData Management

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## **Lab Vendor Offers CRM System**

Jersey City, N.J.-based NeTLIMS NJ LLC has launched a customer relationship management application designed for reference laboratories.

The vendor's AutoCRM system helps labs track and improve service to their referring organizations. It offers the ability to prioritize and categorize lab test requests and tasks, as well as assign them to employees with a due date. It also features electronic tracking of lab test requests, complaints and progress, as well as the ability to view all requests by referring organization or by lab employee.

The AutoCRM application also enables information sharing via messaging and search options. The system integrates with the vendor's AutoLIMS lab software.

For more information, go to [netlims.com](http://netlims.com).